

## MEMORANDUM

Agenda Item No. 11(A)(10)

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**TO:** Honorable Chairman Joe A. Martinez  
and Members, Board of County Commissioners

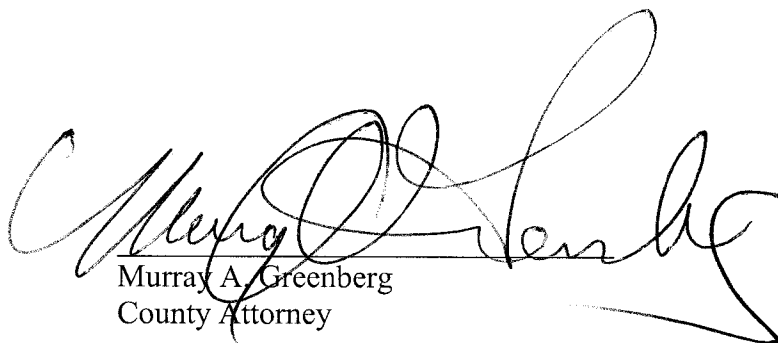
**DATE:** February 7, 2006

**FROM:** Murray A. Greenberg  
County Attorney

**SUBJECT:** Resolution retroactively  
authorizing in-kind services  
for the 15<sup>th</sup> Annual Aventura  
Arts & Crafts Festival

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The accompanying resolution was prepared and placed on the agenda at the request of Commissioner Sally A. Heyman.



Murray A. Greenberg  
County Attorney

MAG/jls



# MEMORANDUM

(Revised)

**TO:** Honorable Chairman Joe A. Martinez  
and Members, Board of County Commissioners

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County Attorney

**SUBJECT:** Agenda Item No. 11(A)(10)

Please note any items checked.

- ☐ "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- ☐ 6 weeks required between first reading and public hearing
- ☐ 4 weeks notification to municipal officials required prior to public hearing
- ☐ Decreases revenues or increases expenditures without balancing budget
- ☐ Budget required
- ☐ Statement of fiscal impact required
- ☐ Bid waiver requiring County Manager's written recommendation
- ☐ Ordinance creating a new board requires detailed County Manager's report for public hearing
- ☐ Housekeeping item (no policy decision required)
- ☐ No committee review

Approved \_\_\_\_\_ Mayor  
Veto \_\_\_\_\_  
Override \_\_\_\_\_

Agenda Item No. 11(A) (10)  
2-7-06

RESOLUTION NO. \_\_\_\_\_

RESOLUTION RETROACTIVELY AUTHORIZING IN-KIND SERVICES FROM THE MIAMI-DADE PARK AND RECREATION DEPARTMENT FOR THE AVENTURA MARKETING COUNCIL'S JANUARY 28-29, 2006 FIFTEENTH ANNUAL AVENTURA ARTS & CRAFTS FESTIVAL IN AN AMOUNT NOT TO EXCEED \$866.00 TO BE FUNDED FROM THE DISTRICT 4 IN-KIND RESERVE FUND

**WHEREAS**, the Aventura Marketing Council has requested in-kind services from the Miami-Dade Park and Recreation Department for the January 28-29, 2006 Fifteenth Annual Aventura Arts & Crafts Festival in an amount not to exceed \$866.00 (see attached Fee Waiver/In-Kind Service Application); and

**WHEREAS**, the Aventura Arts & Crafts Festival is a district event, and the in-kind services shall be funded from the District 4 In-kind Reserve Fund,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA**, that this Board retroactively authorizes in-kind services from the Miami-Dade Park and Recreation Department for the Aventura Marketing Council's January 28-29, 2006 Fifteenth Annual Aventura Arts & Crafts Festival in an amount not to exceed \$866.00 to be funded from the District 4 In-kind Reserve Fund.

The foregoing resolution was sponsored by Commissioner Sally A. Heyman and offered by Commissioner \_\_\_\_\_, who moved its adoption. The motion was seconded by Commissioner \_\_\_\_\_ and upon being put to a vote, the vote was as follows:

Joe A. Martinez, Chairman  
Dennis C. Moss, Vice-Chairman

Bruno A. Barreiro  
Audrey M. Edmonson  
Sally A. Heyman  
Dorin D. Rolle  
Katy Sorenson  
Sen. Javier D. Souto

Jose "Pepe" Diaz  
Carlos A. Gimenez  
Barbara J. Jordan  
Natacha Seijas  
Rebeca Sosa


The Chairperson thereupon declared the resolution duly passed and adopted this 7<sup>th</sup> day of February, 2006. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA  
BY ITS BOARD OF  
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: \_\_\_\_\_  
Deputy Clerk

Approved by County Attorney as  
to form and legal sufficiency.



Diamela del Castillo



AVENTURA MARKETING COUNCIL  
18851 NE 29TH AVENUE, SUITE 413  
AVENTURA, FL 33180

Phone: (305) 932-5334  
Fax: (305) 932-4701

info@aventuramarketingcouncil.com

*In-kind request  
for stage -  
OK? yes*

October 21, 2005

To: Miami-Dade Comm. Sally Heyman

Via Fax 787-5998

From: Elaine Adler, President  
Aventura Marketing Council

Dear Sally,

We are looking forward to presenting our 15<sup>th</sup> Annual Aventura Arts & Crafts Festival on

**Saturday, January 28 and Sunday, January 29, 2006  
10 a.m. - 5 p.m.**

**On West Country Club Drive in Aventura  
(Just east of the Aventura Mall and 195<sup>th</sup> & Biscayne Blvd.)**

The past few years, you have been kind enough to have the Commission sponsor the 24' x 40' stage for our multi-cultural entertainment provided free of charge for the enjoyment of the public. We would like to ask you once again if you would be so kind as to sponsor this stage so we may showcase not only the professional dancers and singers, but also our schoolchildren from around the county.

The stage is always set up in the east Macy's parking lot of the Aventura Mall, and would need to be delivered on Friday evening, January 27<sup>th</sup>, anytime after 7 p.m. once West Country Club Drive is closed down. The stage is usually picked up on Monday, January 30<sup>th</sup>, before 10 a.m..

Each year, this family-oriented, open-air festival that is free of charge, attracts almost 50,000 residents and visitors during its two-day run. We feature over 100 artists and over 100 crafters from around the nation, as well as many children's free interactive activities.

We look forward to hearing from you! Thank you so much!

*(f) 932-4701*



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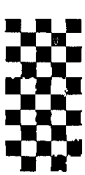
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MIAMI-DADE COUNTY  
FEE WAIVER/IN-KIND SERVICES APPLICATION  
INSTRUCTIONS

to *Thorny*  
FAX (305) 372-6179

5 pag

County fee waivers or in-kind services requested through this process are not effective until approved by action of the Board of County Commissioners pursuant to the Miami-Dade County Home Rule Charter. The approval or denial of any request is fully at the discretion of the Board of County Commissioners. The provision of in-kind services must be for public purposes of benefit to the residents of the County. Municipalities, government agencies and other organizations are eligible to submit a request for in-kind support and assistance from the County. An "Eligible Organization" is defined as an agency, group, organization, society, association, corporation, partnership or individual that provides a community service designed to improve or enhance the well-being of the community of Miami-Dade County at large or to improve or enhance the well-being of certain individuals within this community that have special needs.

The County will provide in-kind support for Gap Services. "Gap Services" are defined as those services, personnel, facilities or equipment that a non-County entity may request and that are over and above the existing resources of the requesting organization. In other words, Gap Services are needs that remain once an eligible organization has exhausted all of its own internal resources, i.e. the full allocation of personnel, facilities and equipment.

A "District Event" is defined as large or small in scope, but one that requires only limited County resources or support in the form of in-kind services or fee waivers. Requests for in-kind support or fee waivers require the sponsorship of the District Commissioner. Application forms for in-kind services or fee waivers for District Events should be submitted prior to the event.

A "Small Event" is an event of minimal impact not necessarily related to a specific commission district. Application forms for in-kind services or fee waivers for Small Events should be submitted prior to the event.

A "Major Event" is defined as large in scope and involves one or more of the following: significant regional impact; alteration of traffic patterns; large crowds (5,000 or more expected attendance) and a significant probability of protests, controversy, violence or vandalism. Application forms for in-kind services or fee waivers for Major Events must be submitted 120 days prior to the event.

"Special Events" are smaller in scale and lack the characteristics that denote a Major Event. A Special Event will rarely have significant impact beyond an individual neighborhood, community, municipality or some other localized area. Application forms for in-kind services or fee waivers for Special Events must be submitted 60 days prior to the event.

Requests are reviewed on a case-by-case basis and in the order in which they are received. For events that require in-kind support valued by County estimates to exceed \$5,000, the request must clearly identify the countywide or regional impact of the event. All offers to provide in-kind support or fee waivers must be approved by the Board. For in-kind requests that are estimated to exceed a value of \$50,000, a simple majority vote of the Board members present is required. A written agreement may be required prior to the provision of in-kind assistance, especially in cases where the County requires some form of financial contribution or partial reimbursement from the requesting party.

Process

ALL applications for in-kind services or fee waivers must be submitted to the Communication Department. The Communications Department will forward District Event applications to the appropriate District Commissioner who may, at their discretion, sponsor the item and place it on an agenda. A committee consisting of staff from the County Manager's Office, the Office of Strategic Business Management, the Communications Department and the affected departments will review requests for Major and Special Events and recommend a level of in-kind support and reimbursement for the Board's consideration based on an approved process based on the following criteria:

1. Local/Regional impact
2. Ability to generate positive media exposure
3. Requesting organizations use of internal resources
4. County's prior experience with requesting organization's prior events
5. Requesting organization's ability to obtain all required permits and insurance
6. Extent to which County has to rely on outside vendors to provide requested in-kind support
7. Projected availability of County resources and potential conflicts
8. County's ability to adequately ensure coverage of legal responsibilities and performance of core functions
9. Ability of County to recoup at least partial costs associated with the provision of requested in-kind services
10. Estimated cost to the County
11. Additional factors to be described in the report to the Board

The Communications Department will notify the requesting organization of the report to the Board. The item will then be placed on the next available Board agenda. The affected departments will work with the requesting organization to finalize all arrangements prior to the event.

MIAMI-DADE COUNTY  
FEE WAIVER/IN-KIND SERVICES APPLICATION

COUNTY FEE WAIVERS OR IN-KIND SERVICES REQUESTED THROUGH THIS PROCESS ARE NOT EFFECTIVE UNTIL APPROVED BY ACTION OF THE BOARD OF COUNTY COMMISSIONERS PURSUANT TO THE MIAMI-DADE COUNTY HOME RULE CHARTER

Please complete the following form and submit completed form along with requested materials, if applicable, to:

Special Events Staff  
Communications Department  
111 N.W. 1<sup>st</sup> Street, Suite 2510  
Miami, FL 33128

Phone: (305) 375-2836  
Fax: (305) 375-3988

\$ 866

Type of Event/Application (select one of the following):

- ☐ District Event - Event of minimal impact related to specific commission district (Complete questions 1-7, sign and date; copy will be submitted to the appropriate District Commissioner within two days of receipt of application.)
- ☐ Small Event - Event of minimal impact not necessarily related to a specific commission district. (Complete questions 1-7, sign and date.)
- ☐ Special Event - Event with expected attendance of less than 5,000 with localized impact limited to an individual community or municipality (Complete questions 1-12, sign, date and submit form no later than 60 days prior to event date.)
- ☒ Major Event - Large Event with expected attendance of over 5,000 or significant probability of protests, controversy, violence or vandalism (Complete questions 1-12, sign, date and submit form no later than 120 days prior to event date.)

1. Full legal name of the requesting organization: Aventura Marketing Council

2. Applicant Status: (Select one of the choices below)

- ☒ Not-For-Profit or Tax Exempt ☐ Local Government or Public Entity
- ☐ For-Profit
- ☐ County Sponsored Event/Sponsoring Department \_\_\_\_\_
- ☐ Other (specify): \_\_\_\_\_

3. Name and contact information for single point of contact (address, phone, fax, e-mail address, etc.): ELAINE ADLER  
15551 NE 19<sup>th</sup> Ave Suite 413 Aventura, FL 33180  
(305) 932-5334 Fax (305) 932-4701 elaine@acouncil.com

4. Specify fee waiver or in-kind service requested (quantify, if applicable): FEE WAIVER FOR LARGE  
COUNTY STAGE

5. Name, date of event, description, and purpose of the event (if event is a fund-raiser, define the beneficiaries):  
15th Annual Aventura Arts & Crafts Festival  
Sat Jan 28 - Sun Jan 29 2006  
Two-day open air festival that is family oriented; provides free  
cultural event for almost 50,000 people from throughout  
the county  
To promote tourism & showcase community

6. Please select ALL that apply to event:

- ☒ Economic Development: Event supports vitality or growth of the local economy
- ☒ Youth/Education: Event benefits youth of any age and/or offers educational benefits
- ☐ Health and Social Services: Event supports health-related causes and/or social programs or institutions that improve quality of life within the community
- ☒ Arts and Culture: Event supports music, theatre, literature, art or culture
- ☐ Environmental: Event benefits environmental concerns or promotes conservation
- ☐ Sports and Athletics: Event supports/promotes organized sports or recreational participation

7. Physical address of event venues (please specify Commission District(s)): District 4  
19500 West Country Club Drive



MIAMI-DADE COUNTY  
FEE WAIVER/KIND SERVICES APPLICATION

8. Description of regional or local impact:

Festival is held on West Country Club Drive and in east Macy-  
parking lot of Aventura Mall. Visitors and commuters stay at local hotels; retail  
shopping in centers; restaurants & business increases.  
Traffic will be impacted on West Country Club Dr & Aventura Blvd. Vehicular traffic can  
cross Aventura Mall thru 8 different entries; most residents (27,000) work  
Aventura Mall has 7,500 parking spaces.

9. Daily/hourly event schedule, including set-up and breakdown schedule (attach event calendar, if applicable):

Set-up Fri-Jan 27  
after 7pm; breakdown Sun-Jan 29 after 7pm. Two days of live local  
entertainment onstage 10 am - 5 pm

10. Detailed description of event venues (map or schematic of event venues, access points, surrounding roadways and traffic flow diagrams, if applicable):

(A) see attachment

11. Expected number of participants and estimated attendance (per day, if applicable):

200 artists & crafts;  
est. attendance 25,000 per day

12. Itemized budget, including total event budget, total budget of host organization, if applicable, and total commitment of resources (attach additional pages as needed):

(B) see attachment: Budget from Howard Allen  
Events, show CO-ordinator

I hereby certify that all the statements made in this application are true and correct.

  
Signature of Authorized Representative

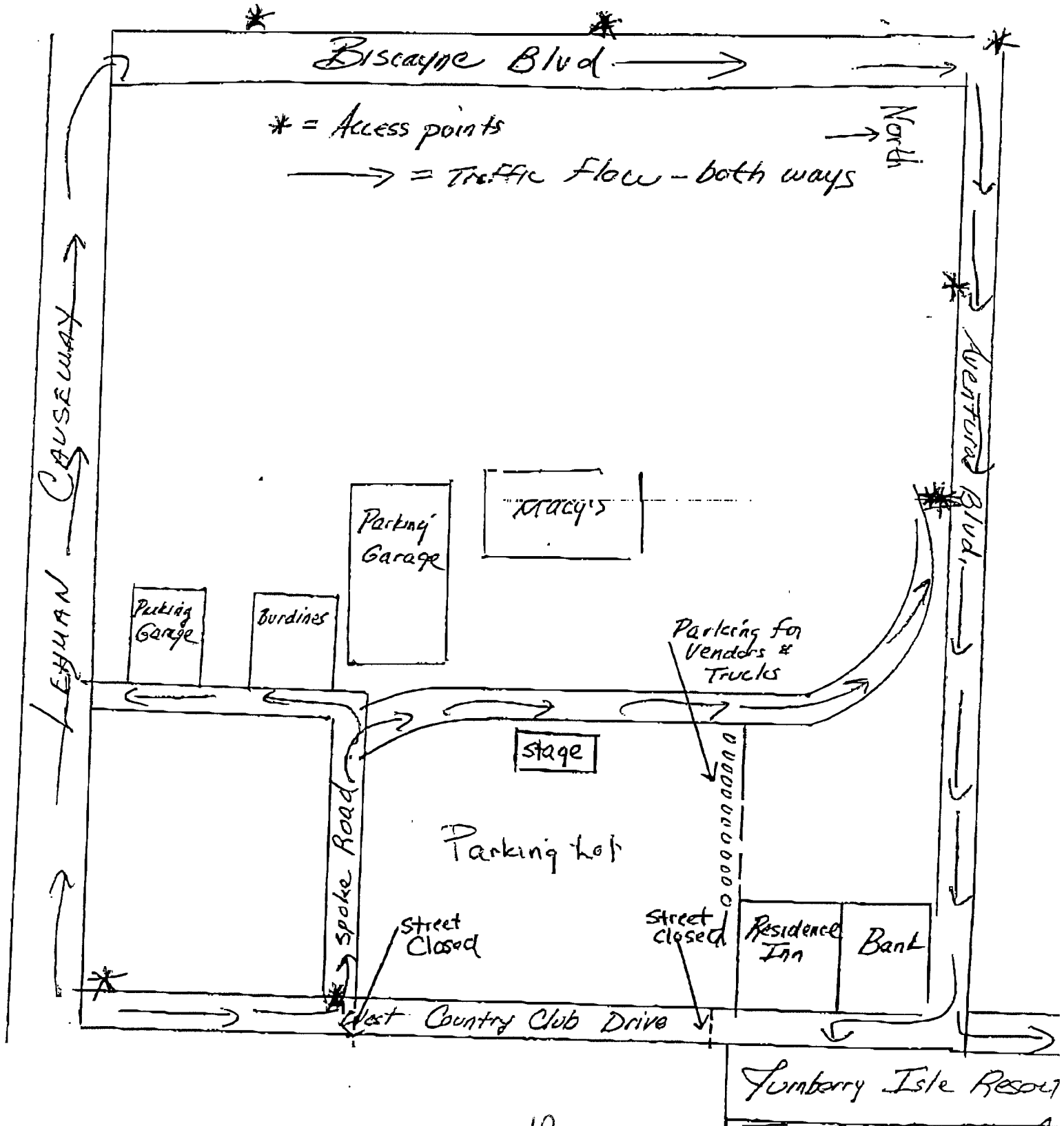
11-9-05  
Date

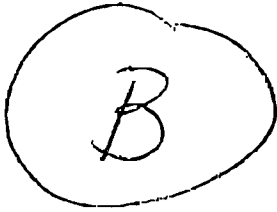
# 15<sup>th</sup> Annual Aventura Arts & Crafts Fest

Sat. & Sun. Jan. 28-29, 2006  
On West Country Club Drive

A

#10





**HOWARD ALAN EVENTS, LTD.  
9695 W. BROWARD BOULEVARD  
PLANTATION, FLORIDA 33324  
(954) 472-3755**

**15<sup>th</sup> Annual Aventura Arts & Crafts Festival  
January 28 - 29, 2006 ~ Budget**

**INCOME**

Artist Booth Fees (150 x \$175 ea.).....	\$26,250.00
Food Vendor Booths ( 5 x \$700 ea.).....	\$ 3,500.00
Corporate Sponsors.....	<u>\$15,000.00</u>
<b>Total Income</b>	<b>\$44,750.00</b>

**EXPENSES**

Signage.....	\$ 670.00
Miami Herald Ads.....	\$ 7,000.00
Sun Sentinel Ads.....	\$ 5,700.00
City of Aventura permit.....	\$ 30.00
Pro Fest Sanitation Services.....	\$ 1,500.00
Southern Waste.....	\$ 700.00
Abel Sanitation (port-o-lets).....	\$ 950.00
Bob's Barricades.....	\$ 3,000.00
Security .....	\$ 1,500.00
Tent Rentals.....	\$ 2,000.00
Howard Alan Events advance staff.....	\$ 8,000.00
Howard Alan Events on-site staff.....	\$ 1,500.00
Rental Property.....	\$ 8,200.00
Office Expenses (postage, flyers, phone, etc.)....	\$ 2,500.00
Insurance (\$2 million liability insurance).....	<u>\$ 1,500.00</u>
<b>Total Expense</b>	<b><u>\$44,750.00</u></b>

# Memorandum



**Date:** February 7, 2006

**To:** Honorable Chairman Joe A. Martinez  
and Members, Board of County Commissioners

**From:** George M. Burgess  
County Manager

A handwritten signature in black ink, appearing to read "Burgess", written over the printed name of George M. Burgess.

**Subject:** District Specific In-Kind Reserve Request Recommendation

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The Office of Strategic Business Management (OSBM) has reviewed the attached in-kind request and recommends for the item to move forward to the Board of County Commissioners for consideration. The district specific in-kind reserve balance allows for the funding of this request.

## Background

A waiver for in-kind services is being requested by a not-for-profit organization Aventura Marketing Council for the 15<sup>th</sup> Annual Aventura Arts and Crafts Festival scheduled for January 28-29, 2006.

In-kind services have been requested in an amount not to exceed \$866 from the Park and Recreation Department for use of the 24' x 40' stage. This event will be funded from District 4's district specific in-kind reserve.

In FY 2005-06 Aventura Marketing Council has not received any County funding.

inkind03006